



LITTLE CAESARS® PIZZA ANNOUNCES INDUSTRY-LEADING FRANCHISE PROGRAM FOR VETERANS

Innovative Program Provides Veterans with Opportunity to Utilize Leadership Skills

Benefit for qualified, service-disabled veterans is approximately \$68,000

DETROIT – Little Caesars today announced its unique Little Caesars Veterans Program, which provides franchise business opportunities to qualified, honorably discharged veterans transitioning to civilian life or seeking a career change.

"Our founder Michael Ilitch, a former Marine himself, strongly believes in giving back and helping others. He also believes that it's important for Little Caesars to thank the men and women who have served in the armed forces, and that veterans should have the chance to return home with business opportunities, or transition to a new career," said David Scrivano, president, Little Caesar Enterprises, Inc. "The Little Caesars Veterans Program is specifically designed to do just that and offers hard working candidates the ability to apply their leadership and organizational skills in a hands-on, rewarding environment."

Little Caesars has many prime locations currently available and the Little Caesars Veterans Program provides the following benefits for all veterans:

- Franchise fee reduced by \$5,000 for the first store
- Favorable financing benefits
- \$5,000 credit on the initial equipment order

Additionally, service-disabled veterans are eligible for enhanced benefits including:

- Franchise fee (\$20,000) waived for the first store

- Additional financing options and benefits (can be approximately \$20,000)
 - \$10,000 credit on the initial equipment order
 - Grand Opening support from leading national companies (approximately \$18,000)
- The total benefit for service-disabled veterans is approximately \$68,000

“Creating an opportunity for veterans to become Little Caesars franchise owners is a win-win for qualified veterans and for the company,” explained Scrivano in making the announcement.

“The veterans have a chance to own their own business, make decisions on a daily basis that impact it, and become involved in their communities. Little Caesars benefits by adding qualified franchisees with a strong personal commitment, integrity and a teamwork management style.”

As part of its plan for continued growth, Little Caesars supports franchisees with the tools of a proven system. They include ongoing training, architectural services to help with design and construction, preferred lenders to assist with financing, the ongoing research and development of new products, and continuing, effective marketing resources.

“We’re very excited about this program and believe that it offers an exceptional business opportunity for veterans who are seeking new career options,” said Scrivano.

“Little Caesars is a growing chain with a recognized and strong brand. We’ve experienced five consecutive years of significant sales increases. We will continue to focus on what works for us: providing a convenient, high quality product with great value for a low cost.”

The Center for Veterans Enterprise (part of the Department of Veterans Affairs), and the International Franchise Association (through its VetFran program) are points of contact for the Little Caesars Veterans Program. They can provide information about the requirements and qualifications of becoming a Little Caesars franchisee. Applications will be received through December 31, 2008.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Mich. in 1959. Of the \$30 billion U.S. pizza industry, 35% is take-out. Little Caesars is the world’s largest take-out only pizza chain, and one of the top four international pizza chains with restaurants on five continents. Little Caesars is expanding in prime locations across the country, and provides franchisees with ongoing training and support. It has a wealth of experience in all aspects of successful restaurant operation, and has consistently achieved industry “firsts” with product and system innovations. In addition, Little Caesars offers strong brand awareness with one of the most recognized characters in the country, Little Caesar.

For more information about prime franchising opportunities with Little Caesars, the Little Caesars Veterans Program, and for images, visit
<http://www.littlecaesars.com/veterans>

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Contact: Kathryn Oldham
Little Caesars
248.885.1194

Donna Halinski
MRG, Inc.
517.372.4400 X 214

Katie Henry
Fishman PR
847.945.1300 X 237